III. Plan Development - Print

Recommend national magazines

- Broad reach against Basic's key audience of AS25-49
- Secondary audience AS21-34
- Male skew

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

III. Plan Development - Print

Magazine Selection Criteria

Used the following criteria to evaluate all potential 1997 Basic publications against men, women and dual audiences

- Cost efficiency (2 criteria)
  - AS25-49 or AS21-34 CPM
  - ✓ Basic smoker CPM
- Audience Selectivity (2 criteria)
  - AS25-49 or AS25-34 index
  - ✓ Basic smokers index
- Syndicated Research Findings (3 criteria)
  - MRI Storyfinder analysis used directionally for print title consideration
    - AS25-49 or AS21-34 HHI <30M index
    - AS25-49 or AS21-34 no college index
    - ✓ Basic smoker lifestyle relevance
      - i.e. participate/enjoy hunting, fishing, entertainment etc.

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

III. Plan Development - Print

Analyzed 90 magazines

- Recommend 41 titles based on print criteria
  - 9 new titles
  - 5 books removed

Divided book list into two Tiers

- Tier 1 **AS25-49** (23 titles)
  - Perform well against Basic's overall audience of AS25-49
  - Met 3-7 of the criteria
  - 3-6 insertions per title based on number of criteria met/merchandising opportunities
    - If weekly, 6-14 insertions

- Tier 2 **AS21-34** (18 titles)
  - Books which perform well against important secondary audience of AS21-34
  - Met 2-7 of the criteria
  - Increase Tier 2 male titles to help meet male skew
  - 6-15 insertions in male titles which met 5+ criteria
  - 3 insertions in male titles which met 2 criteria
  - In female and dual, 3-6 insertions per title

- Both Tiers include efficient mainline titles as well as niche/specialty publications specific to Basic's audience interest

Recommend continuity plan

- Schedule magazine titles alternate month to month so that coverage is extended over ten months (same as 1996)

- February-November (on-sale dates)

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

III. Plan Development - Print

Magazine titles considered for 1997 Basic planning - 90 in total

Men (39 titles)	Women (30 titles)	Dual (21 titles)
4 Wheel & Off Road	BH&G	Bon Appetit
Automobile	Cosmopolitan*	Cable Guide*
Baseball Weekly	Country America*	Conde Nast Traveler
Bassmaster*	Country Home	Country Music
Car & Driver*	Elle	Entertainment Weekly*
Car Craft*	Family Circle	Food & Wine
Circle Track	First for Women*	Gourmet
Cycle World*	Glamour	Life*
Esquire	Harper's Bazaar	Movieline
Field & Stream*	Home	Newsweek
Four Wheeler*	In Style	People*
Golf	LHJ	Premiere
Golf Digest	Mademoiselle	Rolling Stone*
GQ	McCall's	Spin
Hot Rod*	Metropolitan Home	Time
Hunting*	Mirabella	Town & Country
Inside Sports*	National Enquirer*	Travel & Leisure
Motor Trend*	New Woman	TV Guide*
Motorcyclist*	Redbook	US*
N.A. Fisherman	Self	U.S. News & World Report
Outdoor Life	Soap Opera Digest*	Vanity Fair
Penthouse*	Soap Opera Weekly*	
Playboy*	Southern Living	
Popular Hot Rodding	Star*	
Popular Mechanics*	True Story*	
Popular Science	Woman's Day*	
Road & Track	Woman's World*	
Ski	Working Mother	
Sport*	Working Woman	
Sport Truck	Vogue	
Sporting News*		
Sports Afield*		
Sports Illustrated*		
Today's Home Owner*		

* 1996 print titles

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

III. Plan Development - Print

Twenty-three recommended Tier 1 Titles

- Four new titles
  - Two efficient, high indexing male titles
  - One efficient, lifestyle relevant woman's book
  - One efficient, lifestyle relevant dual book

AS25-49 Booklist

Audience	Title	AS25-49 CPM	Basic Index+	AS25-49 Index	HHI <30M Index	No College Index	Overall # Criteria Me
Criteria		≤$33	≥124	≥128	≥117	≥131	
Male	Bassmaster	$21	176	184	184	228	7
	Field & Stream	$16	143	144	152	167	7
	Hunting	$16	272	161	200	186	7
	N.A. Hunter	$20	253	161	143	183	7
	N.A. Fisherman*	**$17**	**252**	**157**	**180**	**185**	**7**
	Outdoor Life*	**$28**	**112**	**139**	**141**	**159**	**6**
	Sports Afield	$25	90	134	176	159	5
	Motor Trend	$29	87	118	124	112	3
	Sporting News	$22	68	128	86	130	3
Criteria		≤$20	≥99	≥109	≥111	≥106	
Female	National Enquirer	$7	159	135	175	161	7
	Star	$9	157	136	174	159	7
	True Story	$8	288	166	317	225	7
	Woman's World	$10	137	117	114	123	7
	McCall's*	**$17**	**145**	**106**	**117**	**105**	**5**
	Country America	$32	79	134	152+	188	4
	Woman's Day	$13	97	104	105	95	3
	First for Women	$13	72	123	100	102	3
Criteria		≤$29	≥85	≥94	≥69	≥72	
Dual	Cable Guide	$19	136	136	132	143	7
	Life	$19	115	116	123+	111+	7
	TV Guide	$11	138	126	136	130	7
	US	$25	97	136	98	122	7
	People	$16	78	105	85	90	6
	New Country*	**$35**	**141**	**150**	**177**	**187**	**5**

+ Data relatively unstable due to small sample size; to be used directionally
* New title

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

III. Plan Development - Print

Eighteen recommended Tier 2 Titles

- Five new titles
  - Four efficient, high indexing male books

AS21-34 Booklist

Audience	Title	AS21-34 CPM	Basic Index+	AS21-34 Index	HHI <30M Index	No College Index	Overall # Criteria M
Criteria		≤$35	≥116	≥172	≥155	≥181	
Male	Car Craft	$28	143	197	171+	247	7
	Hot Rod	$23	122	181	188	212	7
	Penthouse	$18	166	268	294	270	7
	Playboy	$30	149	212	209	198	7
	Popular Hot Rodding*	**$14**	**146**	**175**	**184+**	**216**	**7**
	Sport Truck*	**$20**	**173**	**229**	**269**	**286**	**7**
	4 Wheel & Off Road*	**$27**	**167**	**157**	**142+**	**188**	**6**
	Baseball Weekly*	**$21**	**183**	**220+**	**210+**	**215+**	**6**
	Cycle World	$35	74	179	163+	186+	5
	Motorcyclist	$30	63	208	241+	300+	5
	Four Wheeler	$27	146	162	123+	200+	5
	Sports Illustrated	$44	76	117	92	107	2
	Inside Sports	$29	75	150	110	149	2
Criteria		≤$42	≥102	≥134	≥124	≥111	
Female	Soap Opera Weekly	$7	147	178	245	202	7
	Soap Opera Digest	$18	125	174	215	179	7
	Cosmopolitan	$20	110	159	131	131	6
Criteria		≤$36	≥125	≥182	≥146	≥134	
Dual	Rolling Stone	$28	138	219	213	164	7
	Country Music*	**$24**	**143**	**164**	**197**	**211**	**7**

+ Data relatively unstable due to small sample size; to be used directionally
* New 1997 title

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

III. Plan Development - Print

Magazine deletions vs. 1996

We do not recommend the 5 titles listed below vs. 1996 for the following reasons:

- Inefficient
- Low Basic/adult smoker indices
- Judgementally, editorial too upscale
- Overall, number of criteria met is low

1996 Titles Deleted							
		Age 25-49					
Audience Criteria	Title	AS CPM ≤$33	AS Index ≥128	Basic Index+ ≥124	HHI <30M ≥ ≤117	No College ≥ ≤131	Overa Criteri
Male	Popular Mechanics	$22	113	97	113	104	3
	Today's Homeowner	$87	80	53	54	56	0

1996 Titles Deleted							
		Age 21-34					
Audience Criteria	Title	AS CPM ≤$35	AS Index ≥172	Basic Index+ ≥116	HHI <30M ≥ ≤155	No College ≥ ≤181	Overal Criteri
Male	Car & Driver	$61	123	95	75	96	1
	Sport	$29	150	75	110	149	2
Criteria		≤36	≥182	≥125	≥ ≤146	≥ ≤134	
Dual	Entertainment Weekly	$44	145	77	111	112	1

+ Projections relatively unstable due to small sample size; to be used directionally

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

III. Plan Development - Print

1997 Titles Summary

Audience	Tier 1	Tier 2
Male	Bassmaster Field & Stream Hunting N.A. Hunter Motor Trend **N.A. Fisherman*** **Outdoor Life*** Sports Afield Sporting News	Car Craft Hot Rod Penthouse Playboy **Popular Hot Rodding*** **Sport Truck*** **4 Wheel & Off Road*** Cycle World Motorcyclist **Baseball Weekly*** Four Wheeler Sports Illustrated Inside Sports
Female	National Enquirer Star True Story Woman's World **McCall's*** Woman's Day First for Women Country America	Soap Opera Weekly Soap Opera Digest Cosmopolitan
Dual	Cable Guide** Life TV Guide US People	Rolling Stone **Country Music*** **New Country***

* New title
** 2nd half 1997

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

III. Plan Development - Print

1997 Basic Merchandising Opportunities

Merchandising Opportunities = Added value for Basic in 1997

- Set Basic apart from the competition
- Speak directly to Basic smokers
- Motivate sales-force and consumers through contests and sweepstakes

Publication	Min. Pg. Req.	Recipient	Merchandising Option Descriptions	Options Avail Based on Curre Page Level
Petersen Pub. 4 Wheel & Off Road Car Craft Hot Rod Motorcyclist Sport Truck	TBD	- Salesforce - Consumers	- Tickets to car/truck/motorcycle shows - "Fishing/hunting trip of a lifetime" - Tickets to major races: Indy 500, Brickyard 500, etc. - Free admission to Petersen Automotive Museum in LA - Skip Barber Racing School driving course - "Basic Baseball Training" - A play-with-the-pros baseball week (Baseball mega volume program)	TBD
Country Amer.	3x-6x	- Salesforce - Consumers	- 3x level - 10 pairs of concert tickets or 100 baseball hats - 6x level - Trip for two to Fan Fair 1997 in Nashville given away at a Basic sponsored event; and 10 pairs of concert tickets	3x level offer
Sports Afield	6x-10x	- Consumers	- Sponsorship of Sports Afield's 110th Anniversary parties - 10 cities with 10 insertions: New York Chicago Nashville Denver Los Angeles Dallas Detroit Seattle St. Louis Atlanta - Any 6 cities above with 6 insertions - Parties in each city to coincide with MCA Country Music concerts - Gifts, prizes and tickets to the concerts to give-away - Sponsorship includes: - Signage at each party - Sampling opportunities - Logo inclusion in Sports Afield magazine ads and all promotional material - Logo sponsorship of 110th Anniv. CD	6x level offer

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

III. Plan Development - Print

1997 Basic Merchandising Opportunities

Publication	Min. Pg. Req.	Recipient	Merchandising Option Descriptions	Options Avail Based on Curre Page Level
Country Music	3x level	- Salesforce - Consumers	- "Your Basic Top 25" country music albums and singles page with Basic logo at no extra charge - Concert tickets - Country music albums - Country Music T-shirts - Country Music subscriptions	Entire package
Rolling Stone	6x level	- Salesforce	- Concert tickets - based on availability, tickets to upcoming concerts; quantities vary - Ticketmaster gift certificates - Basic can choose any combination - 60 x $25 certificates - 30 x $50 certificates - 15 x $100 certificates - 24 x $25 certificates, 10 x $50 certificates and 4 x $100 certificates - 3 compact stereo systems - 12 SONY portable CD players	May choose one offer based on *current 6x page* level
N.A Fisher/ Hunter	6x level	- Salesforce - Consumers	- May sponsor sweepstakes within pubs. for one week fishing and/or hunting trip from each mag.; includes 7-days lodging, meals and use of equipment (travel not included) - Sampling/couponing opportunities through N.A. Hunter annual membership jamboree at the MGM Grand in Las Vegas - N.A. Fishing/Hunting books (150) and/or video tapes (200) - N.A. Fishing/Hunting T-shirts (250), hats (400)	One trip from ea publication Remaining gifts and prizes
Bassmaster	4x-6x	- Salesforce - Consumers	- Trip to four Roland Martin's Marina and Lakeside Resort in Clewiston, FL (airfare & expense money not included) - Two full days bass fishing, three nights deluxe lodging - Twelve ABU Garcia rods and reels	Entire package

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

III. Plan Development - Print

1997 Basic Merchandising Opportunities

Publication	Min. Pg. Req.	Recipient	Merchandising Option Descriptions	Options Av. Based on Cur Page Leve
Popular Hot Rodding	6x	- Consumers	- Sponsorship of "Best Restored Vehicle" contest at the Popular Hot Rodding Championships event in Albany, NY - Sponsorship includes ceremony and trophy - Basic signage, give-aways and sampling opportunities - Attracts approximately 27,000 people annually	Entire packag
Baseball Weekly	12x	- Salesforce	- Provide tickets to major league baseball events including regular season, All-Star games, League Championship series and World Series - Amount of tickets determined by availability	Entire packag
Field & Stream Outdoor Life	6x in each pub.	- Salesforce - Consumer	- All expense paid trip for two to one of the following destinations: - Trout fishing in New Zealand - Flat fishing in Belize - Marlin fishing in Cabo San Lucas, Mexico - Wingshooting in Argentina - Salmon fishing in Alaska - Tarpon fishing in Florida - Upland bird hunting in Texas - Whitewater rafting in Arizona	May choose o trip
New Country	3x	- Salesforce - Consumer	- Participating sponsor of New Country "fanfare" booth in Nashville, sponsors receive: - Category exclusivity - Signage at the event - Sponsor of sweepstakes winners selected each day throughout the week - Prizes include concert tickets, T-shirts, hats, etc. - New Country booth will have 3-4 major country stars each day signing autographs at booth - Merchandising credits based on 1% of net spending can be applied to: - Major event country music concert tickets - T-shirts & hats with New Country logo	Entire packag

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III. Plan Development - Print

1997 Print Advantage

Basic's 1997 print schedule provides strong national base with reach/frequency levels that meet communication goals

- 10 month presence
- 65/2.7

Merchandising opportunities differentiate Basic from competition, speak directly to Basic smokers, and motivate salesforce and consumers

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Source: https://www.industrydocuments.ucsf.edu/docs/rpmm0004

VIII. Appendix

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